

On the Frontlines

Pierce County tobacco-free healthcare campuses policy progresses

Cessation services in Pierce County have tripled since the county's healthcare systems collectively implemented a tobacco-free policy January 1, says George Hermosillo of the Tacoma Pierce County Health Department. That increase in demand probably also results from the passage of I-901 last fall; regardless, the groundbreaking campus policies continue to affect change in the state's second-largest county.

The Good Samaritan, MultiCare, and Franciscan Health Care systems, including five hospitals, hospice care, mental health facilities, and multi-clinics, have established protocols in screening, advising, and treating nicotine addiction. All three systems are training staff in Basic Tobacco Intervention Skills. Each hospital also has instituted employee support groups, free Nicotine Replacement Therapy, and one-on-one counseling services.



No-smoking signs have been placed throughout all campuses, and MultiCare has improved visibility by using sandwich boards at the entrance and exits of parking structures.

Enforcement of the ban across entire campuses has presented challenges, such as an increase in discarded cigarette butts in secluded areas of the campus.

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The health systems' collaborative, tobacco-free policy was initiated by a committed group of staff representing each of the participating organizations. The Tacoma-Pierce County Health Department, which helped bring the group together, was looking at ways to continue reducing tobacco use independent of county funding levels. The health department adopted the same policy as the hospitals and became a tobacco-free campus in January.

For more information, contact George Hermosillo, Tacoma Pierce County Health Department, at 253-798-7664 or ghermosillo@tpchd.org.

Cross-cultural contractors use unique tool to develop trainings

The Tobacco Prevention and Control Program's multi-cultural contractors are holding a two-day retreat in June to train leaders of four cultural communities in areas identified through a unique "readiness" tool. The multi-cultural contractors will also use the tool to help them identify additional training areas, and they plan to conduct quarterly training on topics that will improve strategic efforts to build readiness.

Known as the *Community Stages of Readiness Model*, the tool provides a framework through which more than 25 areas relevant to tobacco control can be explored. Each of these areas falls under a four-pronged, comprehensive approach that includes research and data dissemination, infrastructure building, programs, and policy change. Each of the four areas and sub-areas are then assessed as they relate to tobacco prevention and control.

During next month's retreat participants from previous years' Cross-Cultural Leadership Institute will learn how to use tobacco data for community benefits, increase advocacy within priority populations and with mainstream organizations, and continue to build community and cross-cultural teams – all areas of need identified by using the tool.

Each community will have about six representatives at the training, with the exception of the Native American community, which has chosen a different approach to assessing and developing community capacity.

The *Community Stages of Readiness Model* recognizes that individual communities are extremely diverse and vary in capacity to respond to tobacco prevention and control issues. It was used by each community to assess where they stand in regards to tobacco prevention and control and in developing plans for addressing their unique needs. It will also be used to evaluate progress in reaching tobacco prevention and control goals within each community.

"If we (multi-cultural contractors) were going to do things and work collaboratively, we thought this would be a good tool to map out our work," said Elaine Ishihara of the Asian Pacific Islander Coalition Against Tobacco. "We used it collectively to look at the entire cross-cultural approach and to identify common areas that were priorities. We then identified different areas of training."

For more information, contact Dave Harrelson at 360-236-3685 or dave.harrelson@doh.wa.gov, or Elaine Ishihara at 206-722-4833 or e.ishihara@comcast.net.

Hot Topics

Coupons lure young smokers

An article in the March 2006 issue of the *American Journal of Preventive Medicine* shows cigarette promotional offers are effectively reaching most industry-targeted groups. Importantly, young adults, who have the greatest long-term customer potential, are responding.

[View the article.](#)

Industry profits on smoking in movies

An article in the April 2006 issue of *Pediatrics* shows the 390,000 new teen smokers recruited each year by U.S. movies are worth \$4.1 billion in lifetime sales revenue to the tobacco industry.

[View the abstract.](#)

California smoking hits record low

The adult smoking rate in California has fallen 38 percent since the state-funded stop-smoking campaign began in 1998. [Read the news summary.](#)

Need to Know

Tobacco Program selects new ad agency

WongDoody advertising agency has been selected to represent the Tobacco Program for the next two years, following a competitive process that included a broad request for proposals, review of submitted agency proposals, and interviews with the three finalist agencies at their places of business. WongDoody replaces Sedgwick Rd., which has been the program's advertising agency for nearly five years.

"We would like to sincerely thank the many dedicated and creative folks at Sedgwick Rd. for their partnership in our efforts to reduce tobacco use in Washington," said Terry Reid, Tobacco Program manager.

"Sedgwick Rd. has been with us almost from the beginning, and each of their team members should be proud of the work they accomplished. In particular, we wish to acknowledge the work of account director Laura Burke and creative director Zach Hitner – it has been a real pleasure for all of us to work with and get to know Laura and Zach, and we appreciate all the time and talent they have poured into this account," he added.

The competitive request for proposal process initially piqued the interest of a dozen ad agencies, but only five submitted completed application packages. The proposal review committee, which included two Tobacco Program community contractors, spent two days reviewing and scoring the written proposals.

The top three agencies then hosted 90-minute presentations at their places of business on April 18. The on-site review committee included representatives from the California and Ohio tobacco programs, as well as Tobacco Program and Department of Health personnel. When the scores from both committees were added and averaged, WongDoody was the clear favorite.

The new contract will take effect June 1, giving a 30-day overlap with Sedgwick Rd., thus allowing a smooth transition to the new agency. WongDoody's first assignment will be a new youth tobacco prevention campaign scheduled to kick-off in early September.

WongDoody is an independently owned advertising, design, interactive, and public relations agency with offices in Seattle and Los Angeles. Other clients include Alaska Airlines, Alpine Electronics, Autodesk, The Loreto Bay Company, T-Mobile, and the Seattle International Film Festival. Wong Doody has 87 employees and annual billings in excess of \$100 million.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Terry Reid helps shape national cessation program

Tobacco Program Manager Terry Reid is one of 18 tobacco control experts from around the country serving on the advisory committee for the American Legacy Foundation's "Become an EX" tobacco cessation program pilot.

The advisory committee provides recommendations to the foundation about the design of the "Become an EX" pilot projects that launch this fall, including a nationwide campaign of TV and radio ads. The ads will be tagged with the national network of quit lines number: 1-800 QUIT-NOW. A Web site and quit manual are planned for fall 2007.

The advisory committee held its first meeting April 21 and is comprised of representatives of local, state, and national interests and key areas such as priority populations, quit line and Internet services, and marketing/health communications.

Joining Reid on the committee is fellow-Washingtonian Tim McAfee, medical director for Free & Clear, operator of the Washington Tobacco Quit Line and other quit lines.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

New campaign targets tribal communities

As part of an expansion of media efforts within cross-cultural communities, the Tobacco Program is launching a campaign to reach tribal communities. In association with the Northwest Portland Area Indian Health Board and tribal tobacco program coordinators, the campaign will feature a range of grassroots and media outreach strategies to complement existing activities in each of the tribes.

During the first phase of the campaign, tribal newsletter and newspaper editors throughout the state are being encouraged to place advertisements that were specifically developed for the American Indian community last year by the Northwest Portland Area Indian Health Board and a committee of tribal coordinators. They target parents and caregivers to promote secondhand smoke awareness by encouraging individuals to honor their loved ones by quitting smoking. The ads will continue to run in publications through June 2007.



The second phase of the campaign, starting in July will include sponsorship of community and sporting events, grassroots outreach, and the production of collateral material as designated by the committee.

Ads have been distributed to the following publications: Samish Newsletter, Kalh-Che-Min Newspaper, Kee-Yoks Newspaper, Lower Elwha Newspaper, S'Klallam Newspaper, Squol Quol Newspaper, Stillaguamish Tribal Newsletter, Yakama Indian Nation Review, Kalh-Che-Min Newspaper, Dsuq' Wub' Siatsub Newspaper, Jamestown S'Klallam Newsletter, and Tribal Tribune Newspaper.

For more information or to receive a copy of the ads, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Students learn media tactics

Youth Action Team members from around the state got the inside scoop of working with the media at day-long trainings conducted by GMMB, the Tobacco Program's media relations agency.

Eight students and their advisors from King, Skagit, and Thurston counties participated in a training on March 31 in Seattle, where they conducted media expert panels, received on-camera training, and recorded a public service announcement, which later aired on KOMO-TV.

On April 26, students from high schools in the Tri-City area took part in another regional media training. An editor from the Tri-City Herald spoke with the students in the morning, and in the afternoon students visited the Clear Channel studios to record a public service announcement. Later they took a tour of KVEW-TV, an ABC affiliate.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

AshtrayMouth.com gets advertising industry's attention

The Tobacco Program's advertising agency, Sedgwick Rd., is a finalist for the highly competitive One Show award for the AshtrayMouth.com Web site, created for the current youth prevention campaign. The One Show competition, among the advertising industry's most prestigious awards, was created by The One Club, founded in 1975 in New York City.



Students from PHAT KAT (Peeps and Homies Against Tobacco & Kirkland Against Tobacco), the Skagit HEAT (Helping Educate About Tobacco) and SPLAT! from Thurston County (Students Protesting Lies About Tobacco) record a PSA about Kick Butts Day for KOMO-TV's Northwest Afternoon.

AshtrayMouth.com is a key component of the “Gross” campaign, launched in October. The campaign, which includes [TV ads, radio spots and out-of-home components](#), was designed to engage the hard-to-reach teen audience. The most effective and efficient vehicle for this communication was creative work that explored the concept of gross, leading to Ashtray-Mouth.com’s “Gross Gallery” and “Yuck Chuck Challenge.” Sedgwick Rd. is also a finalist for a Tower Records radio campaign.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New outreach to focus on pregnant women and families

During May and June, the celebration of Mother’s and Father’s Days draws attention to the important role parents play in raising happy, healthy children. This year, the Tobacco Program is reminding parents that a healthy family is a smoke-free family.



The Tobacco Program has developed flyers to reach out to expecting women and new families, reminding them about the dangers of smoking while pregnant and around children, and encouraging smokers to call the Washington Tobacco Quit Line for support.

Smoking while pregnant can increase the chance of Sudden Infant Death Syndrome, premature birth, and respiratory disease. Smoking around children can increase their risk of developing asthma, bronchitis, and pneumonia.

The Tobacco Program is partnering with WIC and First Steps offices across the state to distribute the flyers to clients. Flyers targeting pregnant women and new parents, in both English and Spanish, are available through the Tobacco Program Clearinghouse.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Summer youth oriented activities in full swing

The Tobacco Program is in full swing promoting youth tobacco prevention, cessation, second-hand smoke, and *Tobacco Smokes You* messages at a variety of venues.

Next up on the *Tobacco Smokes You!* 2006 concert series will be the *Sasquatch! Festival* on Memorial Day weekend, May 26-28, at The Gorge Amphitheater in George, Wash. Department of Health tobacco prevention materials and signage will be highly visible at the major Northwest summer music festival. In addition, the department is sponsoring the *Tobacco Smokes You* campground at The Gorge and a contest to win free tickets to *Sasquatch!* and other concert events during the summer. Visit the TobaccoSmokesYou Web site for more information.

Dance This, a community dance event produced by the Seattle Theater Group and sponsored by *Tobacco Smokes You!* will be held July 7-8 at the Paramount Theater in Seattle.

The concert series got off to a big start with *More Music @ the Moore* April 1-2 at the Moore Theater in Seattle. Tobacco Program volunteers handed out the newest addition to the *Tobacco Smokes You* arsenal: Weepuls, which are miniature plush toys that promote www.TobaccoSmokesYou.com. The Weepuls were a big hit with the audience, which included many families with young children.

The concerts are sponsored by the Washington Department of Health under a partnership with House of Blues Northwest and the Seattle Theater Group.



Students from PC LITE (Pierce County Leaders In Tobacco Education) hand out SeeThruTheSmoke.com Weepuls to concertgoers at *More Music @ The Moore* in Seattle.

The Tobacco Program is active at a variety of other venues, including the Northwest's Ultimate BMX and Skateboard Competition at the Tacoma Dome in late April, the 37th Annual University District Street Fair on May 20-21, and at concerts and movie screenings.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New secondhand smoke resource now available

A new secondhand smoke resource is now available to contractors: Secondhand Smoke and Policy Resources, coordinated by the Tobacco Program's public relations contractor GMMB.

This year's work will focus on developing pertinent resources in three areas: I-901, secondhand smoke in homes/cars, and secondhand smoke in multi-unit housing (apartments and condos).

Tools and resources such as media template materials (sample letters-to-the-editor, op-eds), fact sheets, Web-based guides, conference calls with experts on secondhand smoke issues, and tool kits targeting parents, are just some of the resources that will be available.

The secondhand smoke policy resource page on the contractors Web site has been updated, including links to smoke-free multi-unit housing resources. A conference call has also been scheduled for Tuesday, June 6 at 1 p.m. with smoke-free apartment policy expert Jim Bergman from Michigan. More information about this call will be sent out in the coming weeks.

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Youth access conference draws large crowd

More than 270 people from 41 states and four Canadian provinces attended a conference on youth tobacco access in Seattle on April 12-14. The *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* conference was presented by Seattle King County Public Health and the Washington State Department of Health, with help from several other sponsoring businesses.

The major focus of the conference was on an issue known as “social sources” – when kids get tobacco from friends, family, and other acquaintances. Surveys in our state show that many more kids get tobacco from social sources than from purchases, but efforts to combat this are still in early development.

Participants shared experiences in reducing youth access to tobacco as well as hearing prominent experts, including Michael Moore, the former Mississippi Attorney General who crafted the Master Settlement Agreement with then Washington Attorney General Christine Gregoire.

Washington State Health Officer Maxine Hayes presented a welcoming address to the group, highlighting some successes and challenges the state has in this endeavor.

Some recommendations from the conference include the need for better collaboration between agencies, the need to better engage youth, continued research to guide the work, parental involvement, and enforcing laws already on the books that are largely being ignored.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.



Soccer partnership kicks off

More than 30 teams from around the state signed up to be “Tobacco-Free Teams” during the 16th Annual Washington Youth Soccer Association Soccer Fair held at the Tacoma Convention Center on April 8. Nearly 1,000 people attended the event, which kicked off the Tobacco Program’s sponsorship of the soccer association. Tobacco Program representatives gave away 500 Weepuls and 1,000 goodie bags.

Efforts to recruit more smoke-free teams will continue during summer tournaments and the start of the fall season in September and October.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.



He smoked Lucky Strikes and died from throat cancer

The “[Memorial Wall](#)” on the Tobacco Program’s youth Web site, seethruthesmoke.com, is quickly becoming one of the most visited pages on the site. The wall provides an opportunity for people to post tributes to someone who has died from a smoking related illness. Contributors are all ages (must be at least 13-years-old) and come from around the country.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

World No Tobacco Day

Take a stand with the rest of the world against tobacco use by hosting or participating in an event on World No Tobacco Day on May 31. World No Tobacco Day, sponsored by the World Health Organization, is a chance to learn about the dangers of tobacco and encourage users of tobacco to take their own stand and kick the habit. For more information, visit http://www.wntd.org/about_index.cfm.

TATU training held in tri counties

More than 125 middle and high school teens and adults from throughout Stevens, Ferry, and Pend Oreille counties attended a daylong Teens Against Tobacco Use (TATU) training at the Chewelah Peaks Learning Center in early March. The American Lung Association of Washington and the NE Tri County Health District hosted the training.

Students from the Curlew, Kettle Falls, Newport, Northport, Republic, Selkirk, and Valley school districts learned about Tobacco 101, risk awareness, community building, and media literacy.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Resources

New on the Web

The secondhand smoke policy resource page on the contractors Web site is continually being updated to offer the latest information and resources. The most recent addition is a page on secondhand smoke and multi-unit housing issues, including information for tenants, and for property owners and managers.

New Tobacco Prevention Resource Center trainings

[Motivational Interviewing](#)

Friday, June 23 in Renton

[Working With Tribes](#)

Friday, May 26 in Mount Vernon

[Integrating Nicotine Treatment in the Addiction Field](#)

June 2006; One-day trainings presented by DASA

Tobacco Prevention Resource Center

A Tobacco Prevention & Control Program

Click on the links above or www.tobaccoprc.org to read more about these and other great training opportunities and to register!

Online Newsletters

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly

[Streettheory](#) – American Legacy Foundation youth activism

[O₂ magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Policy Advocacy on Tobacco and Health/

The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

Tobacco Prevention & Control Program Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

We now have mood pens for the new youth website
www.seethruthesmoke.com.

We still have available UnfilteredTV.com rulers as well as bookmarks.

If you would like to order these items, go to the on-line Clearinghouse located at the Department of Printing's [General Store](#).

- Once the page has loaded, click on "I'm New".
- Choose a user name and password; make sure that you remember your user name and password because you will need it every time you order.
- After you have completed your user name and password, click on "Register".
- You will come to the next page and click on "Shop By Agency".
- "Department of Health" will be the fifth agency listed and click on that; then, click on "Tobacco Prevention Program".
- You should now see the four different categories.
- When you find an item that you want to order, click on "Add to Cart" and enter in the quantity you want to order.
- Click on the "Update Cart" button, then click continue shopping or check out.

If you have any questions please contact Jennifer Dodd at 360-236-3966 or jennifer.dodd@doh.wa.gov.

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